

**ALAMEDA GOLF COMMISSION  
MINUTES OF REGULAR MEETING**

**Tuesday, July 11, 2017**

**1 CALL TO ORDER**

Vice-Chair Ed Downing the called the regular meeting to order at approximately 6:30 p.m. in Room 360, City Hall, 2263 Santa Clara Ave, Alameda, CA 94501

**1-A ROLL CALL**

**Present:** Vice-Chair Ed Downing, Commissioner Ron Taylor, Commissioner Cheryl Saxton, Commissioner Ron Carlson and Commissioner Joe VanWinkle

**Absent:** None

**Staff:** Greenway Golf George Kelley

**Also Present:** None

**1-B APPROVAL OF MINUTES**

The minutes of the regular meeting of May 9, 2017 were approved unanimously.

**2 ORAL COMMUNICATIONS**

None

**3 COMMISSION COMMUNICATIONS**

Commissioner Taylor nominated Ed Downing for Golf Commissioner Chair and the motion passed unanimously. Commissioner Taylor nominated Cheryl Saxton for Vice Chair and the motion passed unanimously.

**4 WRITTEN/ORAL REPORTS**

**4-A Facility Reports by George Kelley**

George Kelley stated that four greens and surrounds on the front nine have been seeded and the rest of the front nine will be completed this week. An additional 1100 truckloads of sand are needed and the sand import will be complete. The warm weather has

been helpful with the Bermuda that's been seeded on the front nine with approximately 50% of coverage. The plan is to interseed a fescue into the Bermuda so there'll be good coverage by the end of October when they're planning to open 11 holes. The fescue comes in quicker than the Bermuda. They are working on the cart paths and finalizing the sub grade and hope to have the cart paths finished by mid September. Drainage is to be completed on 11 and 13 tees. Holes 15, 16 and 17 are still under construction, with 13 and 14 almost completed. Sod will be coming in shortly for the tees.

Mr. Kelley stated that they are still looking to open 11 holes by October, which would include the front nine and holes 10 and 18. And may be able to open 11, 12, 13, and 14 prior to the opening of the full course maybe some time around the first of the year and 15, 16 and 17 in early spring of next year.

Chair Downing asked about the renovation of the pro shop, and Mr. Kelley stated that they are in final negotiations with Linksoul, and they are looking to open around October 1, and will probably bring in a trailer to use for the shop during renovations. He was asked who was funding the renovation and Mr. Kelley that Linksoul would be responsible for the interior and they're looking to split the cost of the interior panels and Greenway is committed to the exterior.

Mr. Kelley stated that 40 new golf carts are coming in August and they're keeping 40 from the old fleet until they determine their plans for the north course renovation. A brand new fleet will be coming for the south course.

#### **4-B Beautification Program and Junior Golf Club by Mrs. Norma Arnerich**

Mrs. Arnerich stated that she was looking to speak to Ken Campbell of Greenway regarding the memorial benches on the course.

#### **4-C Golf Complex Restaurant Report, Jim's on the Course**

None

### **5. AGENDA ITEMS**

#### **A. Course Rebranding and Logo Concept**

George Kelley stated that Greenway feels that the current logo and name has made it difficult to market, and that partners of Greenway, in keeping the sensitivity of the Corica family in mind, and keeping the name as part of the brand, they explored different options, one which included eucalyptus leaves, and they decided on one that was similar to the Alameda flag, which is shown in the packet of examples. Mr. Kelley stated that he has had several conversations recently with Tony Corica, and he thinks that the Corica family's concern was one of the logos did not have the Corica name on

it. Mr. Kelley stated that the formal name they are hoping is Chuck Corica Park. Mr. Kelley stated that he is asking the Golf Commission for their blessing of the rebranding.

Chair Downing stated his liking of the logos. Commissioner Carlson stated his desire to hear from the Corica family. Commissioner Taylor stated that she feels that Alameda, CA needs to be on the logo.

Norma Arnerich stated that the sign on Island Drive previously had 3 sides, but now has only one and is difficult to see and should be raised, and Mr. Kelley responded that they are working on it, with the outside possibility of a digital sign.

Mayor Spencer stated that using the sign with the anchor is preferred, and also having Alameda, CA is also preferred. She feels that Corica Park is cleaner than Chuck Corica Park, and feels that good signs and new branding is needed, and the concepts are a huge improvement.

Tony Corica thanked George Kelley for including the Corica family through this process. He stated that there were two things that his father especially loved, and that was the City of Alameda and the golf course, and Tony feels that anyway those two items could be together, he feels his father would be pleased. He stated that his family is on board with changing the name from the Chuck Corica Golf Complex to the Chuck Corica Park, but understands the need for Corica Park due to space and logo purposes, as long as the Corica name remains. He feels that his dad would be pleased with what happened on the Mif, what's happening on the south, and also the north.

Commissioner VanWinkle stated his liking for the new logo, but thinks it should state golf on it also, and suggested that the coloring follow branding guidelines and Mr. Kelley stated that these were not final.

Chair Downing stated that there was no motion necessary as Greenway is responsible for marketing. George Kelley thanked the Corica family for their input and consideration.

## **6. ORAL COMMUNICATIONS, NON-AGENDA (Public Comment)**

## **7. OLD BUSINESS**

Chair Downing Mr. Kelley regarding the status of the renovation of the north course, and Mr. Kelley stated that the City has asked them to enter into a labor project agreement, and stated that their attorney met with labor union representatives, with their attorney feels that it's okay to move forward with a draft agreement which is being reviewed at this time.

Mr. Kelley believes their proposal will be presented to the City Council in September with or without a proposed labor agreement.

Commissioner Saxton about what impact the project labor agreement would have, and Mr. Kelley stated that the crew would be union members.

Mayor Spencer stated that four votes from Council would be needed for approval, as the project is on City property.

Mr. Kelley was asked how many staff would be involved and he stated that it would be around 15, which is their current construction crew, and only for the construction time.

Bob Wood asked George Kelley how many of the crew would stay on as a maintenance worker and Mr. Kelley stated that none would stay as they are hired primarily as construction workers, and will have other projects for Greenway.

Mr. Kelley was asked what would happen if the Council would not approve, and he stated that their original lease agreement included renovations to the north course, but maybe not to the level they are seeking now.

## **8. WRITTEN COMMUNICATIONS**

## **9. ITEMS FOR NEXT MEETING'S AGENDA – September 12, 2017**

## **10. ANNOUNCEMENTS/ADJOURNMENT**

The meeting was adjourned at approximately 7:40 p.m.

The agenda for the meeting was posted seven days in advance in compliance with the Alameda Sunshine Ordinance, which also complies with the 72-hour requirement of the Brown Act.